

Abstract

A novel Internet advertising system and method is provided in which a targeted advertisement is embedded into a multimedia presentation. In a preferred embodiment of the present invention, the targeted advertisement is chosen from a group of advertisements and is inserted into the presentation to an individual user based on the specifications of an advertiser. In another preferred embodiment, in addition to targeting the advertisement to an individual user, the advertisement embedded into the multimedia presentation is provided with a hyperlink to a website chosen by the advertiser.